GOVERNMENT OF INDIA
TEXTILES
LOK SABHA

UNSTARRED QUESTION NO:191
ANSWERED ON:27.02.2007
HANDLOOM MARK SCHEME
Sugavanam Shri E.G.

Will the Minister of TEXTILES be pleased to state:

(a) whether the Government has launched Handloom Mark Scheme ;

(b) if so, the details and its features thereof ;

(c) Whether some problems have arisen in the enforcement of the same: and

(d) if so, the details thereof and the steps taken by the Government to overcome the above problems and to popularize the Scheme among the general public?

Answer

MINISTER OF STATE IN THE MINISTRY OF TEXTILES (SHRI E.V.K.S. ELANGOVAN)

(a) Yes, Sir. The Handloom Mark Scheme was launched by Dr. Manmohan Singh, Hon`ble Prime Minister of India on 28.06.2006.

(b) Handloom Mark Scheme:

The Office of the Development Commissioner for Handlooms, Government of India introduced the 'Handloom Mark Scheme' which serves as a guarantee for the buyer that the product being purchased is genuinely hand woven. It provides an identity to the handloom products and can be used not only for popularizing the hand woven products in India and abroad but also to become a hall mark of powerful creative work that distinguishes the product from powerloom and helps in providing better remuneration to the weavers.

Objectives:

Promote handloom products in Domestic as well as International Markets.
Provide assurance to the consumers about the genuineness of the product origin.
Improve international marketing linkages to the handloom weavers.
Strengthen the supply chain for Handloom products.
Improve price realization of the Handloom products in Domestic as well as International Markets.
Improve the earnings of the handloom weavers community.
Facilitate uninterrupted workflow throughout the year to the handloom weavers.
Develop database on the handloom supplies and weavers that will help in supporting the weavers of the existing schemes being implemented by the Govt. of India and the future plans.

Handloom Mark Logo:
The Handloom Mark Logo was developed by the National Institute of Designs, Ahmedabad. The Mark is in two forms. One for Domestic use: the word 'Handloom' is written below the logo and the other for exports: : same logo with the word 'hand woven In India ' written below it.
Each label is coded on the rear side for easy identification/classification. E.g. DF followed by coded number for fabric for domestic sale, DM followed by coded number for made-ups and garments for domestic sale: EF followed by coded number for fabric for export and EM followed by coded number for made-ups and garments for export).
One label is to be affixed on each handloom cut-piece of the fabric, made-up item and each garment produced from hand woven fabric.

Scope:
The scheme covers all handloom fabrics and products made thereof.
The Handloom Mark scheme is operational throughout the country. Individual weavers, Weavers Co-operative societies, Master weavers, Retailers, and Exporters are entitled to participate in the scheme and avail benefits thereof.

Implementing Agency:
The Textiles Committee, a statutory body in the Ministry of Textiles constituted under an Act of Parliament in 1963 with the mandate of promoting quality Indian Textiles is the Implementing Agency for Handloom Mark Scheme.

Activities:

By the end of January 2007, 1031 registrations have been made and 10.41 lakh labels have been sold to the stakeholders and 31 seminars have been conducted to make aware of the scheme etc. The price of handloom mark label in the beginning was Rs.1.25 per label. This has been brought down to 60 paise per label to widen the coverage.

(c) & (d): No problems have arisen in the implementation of the scheme. To popularize the Scheme Cluster level seminars were conducted in major handloom producing States; awareness meetings were conducted; advertisements in regional languages were released in newspapers across the country; consumer oriented publicity measures have been initiated and other necessary measures have been undertaken to expand the coverage and popularize the Scheme.